

## WHAT IS CLAIMED IS:

1. A set of golf clubs having heads of progressively increasing loft, each of the heads comprising
  - (a) a body having top, bottom, toe and heel portions and a striking face area containing a recess;
  - (b) an insert secured within said recess, an outer surface of said insert being substantially flush with a non-recessed portion of said striking face area; and
  - (c) at least one of the thickness and density of said inserts increasing within the set of golf clubs as the loft of a club increases, whereby the mechanical properties of individual clubs within a set of clubs can be altered to enhance the performance of the clubs.
2. A set of golf clubs as defined in claim 1, wherein at least one of said inserts is formed of a material different from said other inserts.
3. A set of golf clubs as defined in claim 1, wherein said clubs having successive increases in loft are arranged in groups, said inserts within said groups having the same thickness and density.
4. A set of golf clubs as defined in claim 3, wherein a first group of clubs comprises long irons having an insert thickness of 0.09-0.13 inch.
5. A set of golf clubs as defined in claim 4, wherein a second group of clubs comprises mid-irons having an insert thickness of 0.13-0.18 inch.
6. A set of golf clubs as defined in claim 5, wherein a third group of clubs comprises short irons having an insert thickness of 0.19-0.27 inch.

7. A set of golf clubs as defined in claim 3, wherein a first group of clubs comprises long irons having an insert formed of a first material.
8. A set of golf clubs as defined in claim 7, wherein a second group of clubs comprises mid-irons having an insert formed of a second material having a greater density than said first material.
9. A set of golf clubs as defined in claim 8, wherein a third group of clubs comprises short irons having an insert formed of a third material having a greater density than said second material.
10. A set of golf clubs as defined in claim 1, wherein said insert and said body are formed of the same material.
11. A set of golf clubs as defined in claim 1, wherein at least one of said inserts has one of a thickness and density which varies from a bottom portion to a top portion thereof.
12. A set of golf clubs as defined in claim 11, wherein at least one of said inserts is thicker at the top than at the bottom.
13. A set of golf clubs as defined in claim 11, wherein at least one of said inserts is thicker at the bottom than at the top.
14. A set of golf clubs as defined in claim 1, wherein at least one of said inserts is formed of different materials from a bottom portion to a top portion thereof.
15. A set of golf clubs as defined in claim 14, wherein said material in said bottom portion is more dense than a material in said top portion.

16. A set of golf clubs as defined in claim 14, wherein said material in said top portion is more dense than a material in said bottom portion.